



# CONSERVATION CONFERENCE 2018

NOV 13-14 | CELEBRATING 30 YEARS OF WHC

## Monday, November 12, 2018

5:00 pm – 6:00 pm	<b>Registration and Badge Pick Up</b>
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## Tuesday, November 13, 2018

7:00 am – 9:00 am	<b>Breakfast</b>
8:00 am – 5:00 pm	<b>Registration and Badge Pick Up</b>
7:00 am – 10:00 am	<b>Exhibitor Setup</b>
10:00 am – 5:30 pm	<b>Exhibit Hall Open</b>
8:30 am – 11:15 am (Times for sessions in this block vary)	<p><b>Breakout Sessions:</b> 8:30 am - 9:45 am</p> <p><b>How Valuable are Your Trees? Using i-Tree to Measure, Report and Strengthen Forest Management</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Jason Henning, Research Urban Forester, Davey Institute and USDA Forest Service</li> <li>• Doak Marasco, Northeast Regional Manager of Strategic Partnerships, The Davey Tree Expert Company</li> <li>• Jaime Matyas, President and CEO, Student Conservation Association</li> </ul> <p>Moderator: Chris Worth, Assistant Director – Water, Fish, Wildlife, Air &amp; Rare Plants Staff, USDA Forest Service</p> <p>Discover i-Tree, a free, state-of-the-art, peer-reviewed software suite from the U.S. Forest Service for assessing and valuing forests and community trees. i-Tree helps thousands of communities across the globe strengthen forest management and advocacy efforts by quantifying tree structure, threats, and benefits such as greenhouse gas reduction and air quality improvement. This workshop demonstrates i-Tree tools to assist land management and conservation efforts with tools that may be used at multiple scales across many land types including natural areas, corporations, cities, homes and schools. I-Tree can help you select the best species to plant based on desired services and conservation objectives and how to measure the long-term environmental impacts and benefits of tree planting projects. We recommend partnering this session with <i>Urban Forestry – From Local Plantings to Projects with Global Reach</i>, Nov. 13 10:00 am - 11:15 am.</p> <p>8:30 am - 9:45 am</p> <p><b>Meadows are in Decline. What Can You Do to Restore These Natural Gardens?</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>• Mark Fiely, Horticulturist, Ernst Conservation Seeds</li> <li>• James Remuzzi, President, Sustainable Solutions, LLC</li> </ul> <p>Wildflower meadows are of great ecological importance because they provide habitat and food for wildlife, increased water filtration, lower maintenance costs, drought tolerance and carbon sequestration. Due to urbanization and overpopulation, wildflower meadows have been in decline. This session will discuss the strategies and best management practices to maintain native meadows and savannahs to achieve a biologically diverse and resilient landscape. Explore the often-underutilized tool of prescribed burns while also discussing the selective use of herbicides to control weeds that threaten to overrun your meadow.</p> <p>8:30 am – 11:15 am</p> <p><b>Water, Water Everywhere: Water Education Training Through Project WET</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>• John Etgen, COO and Senior Vice President, Project WET Foundation</li> </ul>



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	<ul style="list-style-type: none"> <li>• Kerry Schwartz, Director, Arizona Project WET</li> </ul> <p>Project WET's mission is to reach children, parents, teachers and community members with water education that promotes awareness of water and empowers community action to solve complex water issues. Complete a training in Project WET and learn how to apply Project WET to your corporate conservation, employee engagement and community relations activities. Through this workshop, gain valuable information and strategies to engage students and enable them to explore and learn from your watershed. All attendees receive a lesson guidebook with objectives, backgrounds, numbered procedures, worksheets and assessment ideas.</p> <p>10:00 am – 11:15 am</p> <p><b>Urban Forestry – From Local Plantings to Projects with Global Reach</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Mark McPherson, Executive Director, City Forest Credits</li> <li>• Jason Scullion, Assistant Professor of Environmental Studies, McDaniel College</li> <li>• Laurence Wiseman, Co-leader, Vibrant Cities Lab</li> </ul> <p>Learn ways to enhance your habitat through forestry, from maximizing urban plantings to undertaking projects with global reach. Learn tools and best practices to help amplify the power and resonance of tree planting initiatives in neighborhoods, corporate campuses and other sites. Speakers will detail how urban forests deliver long-term environmental, social and economic benefits to our rapidly urbanizing population, and discuss how corporations conserve and restore forests worldwide using different strategies depending on their interests and conservation needs. We recommend partnering this session with <i>How Valuable are Your Trees? Using i-Tree to Measure, Report and Strengthen Forest Management</i>, Nov. 13 8:30 am – 9:45 am.</p> <p>10:00 am – 11:15 am</p> <p><b>Data-Driven Decisions – Utilizing Scientific Data in Each Phase of Conservation Projects</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Jane Rowan, Senior Principal Scientist, Normandeau Associates, Inc.</li> <li>• Lori Scott, Chief Information Officer, NatureServe</li> </ul> <p>Integrating data-driven land management strategies into each phase of a conservation project is essential to achieve goals and long-term success. Learn about user-friendly tools and resources available to utilize scientific data in each phase of a conservation project, from initial design to implementation and evaluation.</p>
12:00 pm – 1:45 pm	<p><b>Lunch and General Session: State of Corporate Conservation</b></p> <ul style="list-style-type: none"> <li>• Margaret O’Gorman, President, Wildlife Habitat Council</li> </ul>
1:50 pm – 2:50 pm (All sessions in this block occur at the same time)	<p><b>Breakout Sessions:</b></p> <p><b>The Future is Green: Conservation Strategies to Achieve Sustainability</b> <i>Corporate Series</i></p> <ul style="list-style-type: none"> <li>• Gregory Biddinger, Ph.D., Managing Director and Principal, Natural Land Management</li> <li>• Mark Laska, Ph.D., President and CEO, Great Ecology</li> <li>• Laura Napoli, Environmental Science Associate, ExxonMobil</li> </ul> <p>Learn how you can leverage your experience with the management of WHC Conservation Certification<sup>SM</sup> programs to deliver greater value to your corporation. Discover natural land management strategies suited to many types of sites with applicability throughout the property life cycle that may be applied to a diverse range of technical, legal and regulatory opportunities. The session includes case studies from leading corporations and a discussion of how these strategies align with a company’s sustainability practices as well as with WHC certification projects.</p>



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	<p><b>Bats, Birds and Owls – Capturing Community Interest Through Species Management Programs</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>• Chelsea Adams, Assistant Principal, Morenci School District</li> <li>• Adrienne Fors, Community Relations Manager, Waste Management</li> <li>• Emily Muteb, Development Manager, Freeport-McMoran</li> <li>• Leah Sunna, Environmental Scientist, Freeport-McMoran</li> <li>• Sean Wenham, Community Development Manager, Freeport-McMoran</li> </ul> <p>Building strong community relationships is crucial to the success of conservation projects and can facilitate transparency and promote shared responsibility and ownership. Conservation projects and education activities focused on the preservation and management of a beloved and intriguing local native species can create a positive narrative around conservation and industry. Hear about three outstanding conservation projects that use species as the pathway to community engagement: Freeport-McMoran’s Eagle Creek Bat Cave; Waste Management’s popular American kestrel banding project; and Freeport-McMoran’s work with burrowing owls in rural Arizona.</p> <p><b>The Decline of Native Bees and Monarch Butterflies: Are Corporate Habitats the Answer?</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Wendy Caldwell, Coordinator, Monarch Joint Ventures</li> <li>• Carolyn Mahan, Professor of Biology, The Pennsylvania State University</li> </ul> <p>Native bees and monarch butterflies are declining at an alarming rate, but corporate lands may hold the key to facilitating increased bee and butterfly habitat. Experts in the field will present the latest research and outlook on native bees and monarchs, as well as how innovations in corporate habitat management may help stem their decline. Learn how the longevity of the international monarch migration depends on all sectors—business, agriculture, urban lands—and ways to get involved in monarch conservation.</p>
2:50 pm – 3:30 pm	<b>Break</b>
3:30 pm – 5:00 pm	<p><b>General Session</b></p> <ul style="list-style-type: none"> <li>• Baba Brinkman</li> </ul> <p>A session like no other, prepare to let loose at this performance by Baba Brinkman, a Canadian rapper, science communicator, and award-winning hip-hop playwright based in New York City. Best known for his “Rap Guide” series of science-themed plays and albums, Brinkman has toured the world and enjoyed successful runs at the Edinburgh Fringe Festival and off-Broadway. He will perform selections from his Rap Guides to Evolution, Wilderness and Climate Change, and then join us for an entertaining “rap-up” of the Conference during our Awards Dinner on November 14.</p>

## Wednesday, November 14, 2018

7:00 am – 5:00 pm	<b>Registration and Badge Pick Up</b>
7:30 am – 9:00 am	<p><b>Breakfast and General Session</b> <i>Sponsored by Bayer</i> <b>Corporate America and the Global Restoration Economy</b></p> <ul style="list-style-type: none"> <li>• Storm Cunningham</li> </ul> <p>Resilient economic growth requires leadership in developing and nurturing a symbiotic relationship between business, science, and economics. Join author, speaker and futurist Storm Cunningham for</p>



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	<p>an inspirational look at regenerative policies, processes, strategies and trends that are shaping the \$3 trillion global restoration economy. For two decades, Cunningham has helped public and private clients around the globe understand how to lead or support resilient prosperity.</p>
8:00 am – 3:00 pm	<p><b>Exhibit Hall Open</b></p>
9:15 am – 10:30 am (All sessions in this block occur at the same time)	<p><b>Breakout Sessions:</b></p> <p><b>How to Generate Corporate and Community Support for Your Habitat Restoration Project</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>Storm Cunningham</li> </ul> <p>Immediately following the general session, Corporate America and the Global Restoration Economy, join us for this workshop with Storm Cunningham, where we will take a deeper dive into the ideas discussed in the plenary session and have a dialogue with the speaker on topics of restoration, remediation and revitalization. This session is designed as a dialogue between attendees and Cunningham to discuss how these themes can be applied to garnering internal and external support for habitat restoration projects.</p> <p><b>Essential Policy Updates for the Corporate Conservationist</b> <i>Corporate Series</i> <i>Sponsored by Shell</i></p> <ul style="list-style-type: none"> <li>Laurie Davies Adams, President and CEO Emeritus, Pollinator Partnership</li> <li>Sean Saville, Campaign Manager, Alliance for America's Fish and Wildlife</li> <li>Wendi Weber, Northeast Regional Director, US Fish and Wildlife Service</li> </ul> <p>Corporate conservation can be complex, drawing on biology, geography, politics, economics and much more. Are you in-the-know on the latest trends and news in policy, regulations and tax laws regarding conservation? This session is tailored for both new and seasoned corporate conservationists, seeking to gain knowledge on up-to-date conservation issues and resources.</p> <p><b>Rare Wildlife Revealed: The James Fiorentino Traveling Art Exhibition</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>James Fiorentino, Wildlife Artist</li> <li>David Wheeler, Director, Conserve Wildlife Foundation of New Jersey</li> </ul> <p>In this unique session, we will showcase works from Rare Wildlife Revealed: The James Fiorentino Traveling Art Exhibition. Fiorentino's art inspires viewers through lifelike depictions of endangered and vulnerable wildlife in their natural surroundings. His stunning watercolor paintings bring wildlife to a larger-than-life perspective and in doing so, helps educate viewers about the precipitous declines of many of these species, and inspires action to save and strengthen these wildlife populations.</p>
10:45 am – 11:45 am (All sessions in this block occur at the same time)	<p><b>Breakout Sessions:</b></p> <p><b>The Pilot Approach: Using Successful Initiatives to Drive Adoption and Expansion</b> <i>Corporate Series</i></p> <ul style="list-style-type: none"> <li>Bill Brady, Director, Corporate Sustainability, Exelon</li> <li>Maria Dunn, Manager, Policy &amp; Emerging Issues, Phillips 66</li> </ul> <p>WHC members engage in innovative strategies to drive both internal and external awareness of their sustainability commitment. This session showcases two successful stewardship initiatives that, because of the support garnered, have expanded to other regions, and demonstrate how stewardship initiative and wildlife habitat projects can help to tell the story of your company's commitment to sustainability. Learn how Exelon developed a strategic approach for identifying and</p>



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	<p>locating conservation projects within D.C., incorporating the use of technology and data analytics to optimize the value drivers for candidate conservation projects. Gain insight on a Phillips 66 habitat and conservation education program that is accessible for its 1,000 76® branded stations in California.</p> <p><b>Repurposing for a Purpose: Bringing New Life to Industrial Infrastructure</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>• Gary Dyke, Senior Technical Consultant, Jacobs</li> <li>• Robert Quintanar, Manager, Resource Reclamation, Freeport Minerals Company</li> </ul> <p>While the end-of-life for industrial infrastructure or mining activities commonly represents a financial challenge for site owners, it can also be a significant opportunity to create ecosystem service value and the chance to engage the local community. Through shared case studies, discover how non-traditional, “valuing-nature closures” is not only cost-effective but can provide a significant opportunity for measurable habitat enhancement, and how managing restored land as a mosaic for multiple land-use values can contribute to resilient and functioning landscapes that also provides benefits to the local community.</p>
<p>12:00 pm – 1:45 pm</p>	<p><b>Lunch and General Session</b></p> <p><b>Looking Forward: The Next 30 Years of Corporate Conservation</b></p> <ul style="list-style-type: none"> <li>• Kevin Butt, General Manager, Environmental Sustainability Director, Toyota Motor North America</li> <li>• Heather Ferguson, Vice President, Electrification Development, Ontario Power Generation</li> <li>• Campbell Jones, EVP and Chief Operating Officer, Covia</li> </ul> <p>As we celebrate our 30th anniversary, we're looking ahead to the next 30 years of habitat conservation and education. What does the future look like for corporate conservation? What emerging economic and environmental challenges and trends will affect involvement and drive change? And how does WHC fit in to all this? Join us for this engaging session with thought leaders from WHC members, Toyota, Ontario Power Generation and Covia.</p>
<p>1:50 pm – 2:50 pm</p>	<p><b>Breakout Sessions:</b></p> <p><b>Conservation Education: Creating Future Environmental Stewards</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Beth Eberhard, Bridgestone Environmental Education Program (BEEP) Coordinator</li> <li>• Kimberly Fickling, Program Director, Ruth Patrick Science Education Center</li> <li>• Monica Key, Community Relations, Bridgestone Americas – Aiken County Plants</li> </ul> <p>For 30 years, WHC members have employed many types of hands-on conservation education to engage learners—teaching ecology, STEM skills and so much more. This session shares essential best practices and includes an interactive experience of Bridgestone’s BEEP (Bridgestone Environmental Education Program), a premier “hands-on, minds-on” learning program.</p> <p><b>Enduring Excellence: Keeping Your Projects Strong Through the Years</b> <i>Technical Series</i></p> <ul style="list-style-type: none"> <li>• Joe Brunner, Director, Discontinued Operations, Freeport-McMoRan</li> <li>• Jenni S. Harris, BP Warms Springs Ponds</li> <li>• Lindy Hanson, BP Deputy Operations Manager, Remediation Management Services, an affiliate of Atlantic Richfield Company</li> <li>• George C. Rinke, EHS Specialist, BASF Fighting Island</li> </ul> <p>Long-running conservation projects can have a profound effect on not only biodiversity but on community engagement and employee morale. In honor of our 30<sup>th</sup> anniversary, we’re gathering speakers from three organizations with some of the most successful and established WHC-certified</p>



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	<p>programs. Learn how they've managed inevitable changes and challenges while growing long-lasting conservation programs.</p>
3:00 pm – 4:15 pm	<p><b>Breakout Session:</b>  <b>Principles for Success: Case Studies from Canada Mining Operations</b> <i>Starter Series</i></p> <ul style="list-style-type: none"> <li>• Anthony Goodban, Consulting Ecologist, Goodban Ecological Consulting, Inc.</li> <li>• Bill Gowdy, Environmental &amp; Public Affairs Mgr., Northern Alberta, Lafarge Canada</li> <li>• Kevin Mitchell, Director Property, Planning &amp; Approvals, CRH Canada Group Inc.</li> <li>• Chuck Priestley, Principal, STRIX Ecological Consulting</li> <li>• Ken Zimmerman, Landscape Architect</li> </ul> <p>Two of Canada's largest mining companies share their successes in developing and managing long-term, resilient and future-focused conservation programs that engage local communities. CRH Canada will discuss programs that span decades, as well as one distinct program that offers a nature experience for over 1,000 visitors a year—all while using the WHC certification model to protect biodiversity. Lafarge Canada's Biodiversity Program will share its three-pillared approach of wildlife monitoring and research, habitat enhancement and community engagement that uses local examples to help students learn biodiversity and ecosystem concepts.</p>
3:00 pm – 5:00 pm	<b>WHC Certification Photography Sessions</b>
5:30 pm – 6:30 pm	<b>Networking Reception</b> <i>Sponsored by Bacardi</i>
6:30 pm – 9:30 pm	<b>Dinner and Awards Presentation</b> <i>Sponsored by ExxonMobil</i>

*Times, subjects and speakers are subject to change.*